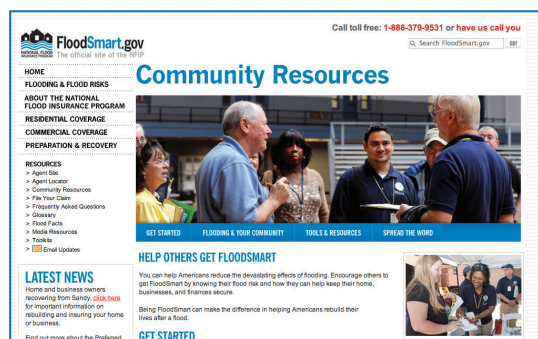




Get FloodSmart  
FloodSmart.gov

# FloodSmart Resources for Floodplain Managers

Floodplain managers are on the front lines of personal flood preparedness, helping residents and business owners understand their flood risk and how to take steps to reduce it. FloodSmart—the marketing and education campaign of the National Flood Insurance Program (NFIP)—provides a array of tools and resources to help floodplain managers address the risks and consequences of flooding and explain how flood insurance aids in financial recovery. These tools are available at [FloodSmart.gov/FMtools](http://FloodSmart.gov/FMtools).



## The Starting Point: FloodSmart.gov

[FloodSmart.gov](http://FloodSmart.gov) is the official website of the NFIP, where people can estimate their property's flood risk, learn about flood insurance, and discover ways to reduce risk. The site also offers a wealth of downloadable materials and shareable tools. Click [Community Resources](#) on the [FloodSmart.gov](http://FloodSmart.gov) home page to find videos, fact sheets, Web banners, widgets, and more. FloodSmart encourages floodplain managers, State and local governments, and other stakeholders to offer links to [FloodSmart.gov](http://FloodSmart.gov) in their communications and to feature the resources, tools, and widgets on their own sites.

## Video Testimonials

These are compelling videos of home- and business owners sharing firsthand accounts of their experiences with floods caused by coastal storms, levee breaches, seasonal rains, and hurricanes. Use them in presentations or link to them from your website. View or link to the testimonials at [FloodSmart.gov/testimonials](http://FloodSmart.gov/testimonials). Obtain copies by emailing [info@femafloodsmart.com](mailto:info@femafloodsmart.com).

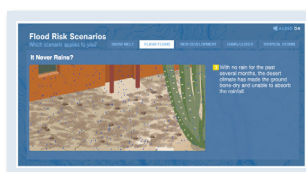


## Interactive Tools You Can Use

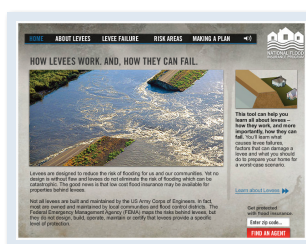
FloodSmart has built interactive tools that illustrate the causes of flooding, the costs of flooding, and how living behind a levee increases your risk of flooding.



**Cost of Flooding:** Users of this interactive tool choose how deep the floodwaters could be in a home. The tool then itemizes what could be damaged and what the final cost might be to replace damaged items. It is an excellent way to illustrate the financial consequences of a flood.



**Risk Scenarios:** These simulations illustrate common factors that affect flood risk, including snowmelt, flash flooding, new development, dams, levees, and tropical storms. Users can click on the scenarios to see examples of how and why it can flood.



**Levee Simulator:** This tool helps explain how levees work and how they can fail. Users see simulations of what causes levee breaches, seepage, and overtopping as well as photos and videos of real-life examples.



FEMA

## Widgets

These short informational simulations don't take up much room on your website, but they capture attention and direct visitors to more detailed information. Each year, FloodSmart creates and updates widgets that can help educate people about the risk of flooding. For example, seasonal widgets are available for flood after fire and hurricane season. These widgets easily can be downloaded from the [Community Resources](#) page on [FloodSmart.gov](#).



## Toolkits

FloodSmart's [Flood Outreach](#) toolkit includes fact sheets, messaging, outreach planning support, and other information that floodplain managers and other stakeholders can use to address flood risks and promote flood insurance. The [mapping](#) toolkit helps communicate changes in flood hazard maps through outreach material and letter templates ready for you to customize.

## Webinars

These live presentations provide an in-depth look into FloodSmart and how the campaign drives consumer interest in flood insurance. Learn how to best use the available tools and resources to successfully communicate flood risk and its consequences with residents and stakeholders in your communities. Visit [FloodSmart.gov](#) to register for an upcoming webinar and for more information about FloodSmart.

The risk of flooding is real, and the floodplain management community plays a key role in helping residents and business owners better understand the risk of flooding and empowering them to take action to lessen the financial consequences. These tools and resources help bring the story home and make it more personal. Don't wait to use them. Visit [FloodSmart.gov/FMtools](#) to start right away. For more information, contact FloodSmart at [info@fema floodsmart.com](mailto:info@fema floodsmart.com).